

## Message Text

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PAGE 01 CASABL 00693 290931Z  
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
-----122765 291050Z /20

R 290800Z JUN 77  
FM AMCONSUL CASABLANCA  
TO SECSTATE WASHDC 4890  
INFO AMEMBASSY ALGIERS  
AMEMBASSY CAIRO  
AMEMAASSY RABAT  
AMEMBASSY TUNIS  
USDOC WASHDC

UNCLAS CASABLANCA 0693

E.O. 11652: N/A  
TAGS: BEXP, MO  
SUBJ: MAY 78 MATERIALS HANDLING SEMINAR MISSION

REF: STATE 124696

FOLLOWING IS JOINT CONGEN CASABLANCA EMBASSY RABAT MESSAGE  
FOR INCLUSION IN USDOC PLANS FOR SUBJECT MISSION:

A) A MISSION WOULD BE PREFERABLE TO A SEMINAR DUE TO LACK  
OF SIMULTANEOUS TRANSLATORS IN MOROCCO. CASABLANCA, WHERE  
ALL AGENTS/DISTRIBUTORS ARE LOCATED, WOULD BE PRINCIPAL  
IF NOT ONLY CITY VISITED. THREE DAYS NEEDED IN CASABLANCA,  
TWO FOR BUSINESS INTERVIEWS AND ONE FOR VISIT TO PORT.  
VISIT MIGHT ALSO BE MADE TO KHOURIBGA, IF TIME ALLOWS, WHERE  
THE OFFICE CHERIFIEN DES PHOSPHATES (OCP), THE MOROCCAN  
GOVERNMENT ORGANIZATION FOR PHOSPHATE ROCK EXPLOITATION,  
RUNS MAJOR MINING AND MATERIALS HANDLING OPERATIONS.

B) A SPECIALIZED MISSIONS SHOULD BE ORGANIZED. THE DOUBLING  
OF THE CAPACITY OF CASABLANCA PORT AND THE CONSTRUCTION  
AND EXTENSION OF OTHER PORTS IN MOROCCO (NADOR, MOHAMMEDIA,  
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JORF EL ASFAR, AGADIR, TAN-TAN, TARFAYA) JUSTIFY THE  
PRESENCE OF SUCH A MISSION. FOR MATERIALS HANDLING EQUIPMENT  
NOT RELATED TO PORTS THE MOROCCAN MARKET, ALTHOUGH  
EXPENDING, IS STILL RATHER SMALL.

C) PRODUCTS TO BE FEATURED, WHICH IN OUR OPINION HAVE BEST  
SALABILITY PROSPECTS, INCLUDE CRANES, CONVEYING SYSTEMS,

HOISTS, LOADERS, FORKLIFTS, ELEVATORS, AND DUMPERS.  
STUDY OF SPECIFIC CONVEYING SYSTEMS AS WELL AS ACTUAL  
CONVEYOR BANDS ARE BOTH NEEDED IN MOROCCO. MUCH SUPPORTING  
EQUIPMENT, HOWEVER, INCLUDING ROLLERS, IS MANUFACTURED LOCALLY.

D) MAJOR FOREIGN COMPETITION SOURCED FROM FRANCE, UNITED  
KINGDOM, SPAIN, AND WEST GERMANY.

E) THERE ARE NO CURRENTLY SCHEDULED PROMOTIONAL EVENTS TO  
CONFLICT WITH SEMINAR MISSION TIMING. THE ONLY ANTICIPATED  
MAY 1978 HOLIDAYS ARE MAY 1 (MOROCCAN LABOR DAY) AND MAY  
29 (MEMORIAL DAY).

F) SEE PARA B FOR MAJOR PROJECTS AND DEVELOPMENT PLANS OF  
GOVERNMENT OF MOROCCO RELATED TO SUBJECT. THE NEXT  
FIVE-YEAR PLAN, WHICH WILL START JANUARY 1, 1978, HAS  
NOT BEEN PUBLISHED YET, BUT WE ANTICIPATE THERE WILL BE  
CONTINUED NEED FOR MATERIALS HANDLING EQUIPMENT, ESPECIALLY  
WITH CONTINUING PORT AND DAM CONSTRUCTION.

G) WE ARE NOT AWARE OF ANY WORLD BANK OR SIMILAR LOANS  
RELATED TO SEMINAR PRODUCTS.

H) THERE ARE NO US FIRMS RELATED TO SEMINAR GOODS OR SERVICES  
WITH THEIR OWN OFFICES IN MOROCCO. HOWEVER ITULD BE  
MENTIONED THAT A GREAT NUMBER OF US FIRMS SPECIALIZING IN  
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MATERIALS HANDLING EQUIPMENT HAVE BEEN EXCLUSIVELY REPRESENTED  
FOR MANY YEARS IN MOROCCO. THESE ARE (POST'S RECORDS):  
ALLIS-CHALMERS, J.I.CASE & CO., EATON CORP., MARATHON-  
LETOURNEAU, CLARK, BUCYRUS ERIE, MARION POWER SHOVEL CO.,  
KOEHRING, LORAIN, P & H HARNISCHFEGGER, OTIS ELEVATOR CO.,  
EUCLID, WESTINGHOUSE AIR BRAKE CO. (WABCO), AND ELECTRA  
HAUL (LATTER FIRM MAKES DIRECT SALES TO OCP).

I) LOCAL SPONSORSHIP MIGHT BE SUPPLIED BY ASSOCIATION  
PROFESSIONNELLE DES IMPORTATEURS DE MATERIELS (APIM), C/O  
COMPTOIR DES MINES, RUE DU CHEVALIER BAYARD, CASABLANCA  
(ATTN: MR. BEN BRAHIM, PRESIDENT). THIS PRIVATE PROFESSIONAL  
ASSOCIATION WAS ESTABLISHED A YEAR AGO, AND MOST OF FIRMS  
REPRESENTING US COMPANIES MENTIONED IN PARA H ABOVE ARE  
MEMBERS.  
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## Message Attributes

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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009